



Educating for Tomorrow's Media

District 2

Alabama, Florida, Georgia, Mississippi,
North Carolina, South Carolina,
and Tennessee



"Athletics and Academics"
***"Lynn University Division II Sports
Production and Distribution Endeavor"***

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Lynn University
February 6th, 2016

About Lynn University Division II



"Fighting Knights"

Men's Sports (6)

- Baseball
- Basketball
- Golf
- Lacrosse
- Soccer
- Tennis

Women's Sports (8)

- Basketball
- Cross country
- Golf
- Soccer
- Softball
- Swimming and diving
- Tennis
- Volleyball

About Lynn University Division II



"Fighting Knights"



Sunshine State Conference -DII

Institution	Location (Florida)	Founded	Enrollment	Nickname	Joined
Barry University	Miami Shores	1940	9,300	Buccaneers	1988
Eckerd College	St. Petersburg	1958	3,584	Tritons	1975
Embry–Riddle Aeronautical University	Daytona Beach	1926	6,794	Eagles	2015
Florida Southern College	Lakeland	1883	2,319	Moccasins	1975
Florida Institute of Technology	Melbourne	1958	8,985	Panthers	1981
Lynn University	Boca Raton	1962	4,660	Fighting Knights	1997
Nova Southeastern University	Davie	1964	33,135	Sharks	2002
Palm Beach Atlantic University	West Palm Beach	1968	3,764	Sailfish	2015
Rollins College	Winter Park	1885	3,153	Tars	1975
Saint Leo University	St. Leo	1889	16,275	Lions	1975
University of Tampa	Tampa	1931	10,515	Spartans	1981

Sunshine State Conference Championships



Sunshine State Conference Titles

- Eight different sports have claimed SSC titles (M & W Soccer, M & W Basketball, M & W Golf and M & W Tennis).
- Six sports have won multiple SSC titles (Men's Soccer, Men's & Women's Basketball, Men's & Women's Tennis and Men's Golf).
- Men's Soccer has won 12 championships in total; eight regular season titles and four tournament crowns.
- Women's Tennis won SSC titles in eight of their first 10 years in the league.
- In 2010, women's basketball became just the second No. 5 seed to win the SSC Tournament

Sunshine State Conference Titles



Regular Season - 11

Year	Sport
2014	Men's Soccer
2013	Women's Basketball
2012	Men's Soccer
2011	Men's Soccer
2008	Men's Soccer
2007	Men's Soccer
2005	Men's Basketball
2003	Men's Soccer
1999	Men's Soccer
1998	Men's Soccer
1998	Women's Soccer

Sunshine State Conference Titles



Tournament - 23

Year	Sport
2015	Men's Golf
2014	Men's Soccer
2014	Women's Golf
2011	Men's Tennis
2010	Women's Basketball
2009	Women's Tennis
2008	Men's Soccer
2008	Women's Tennis
2007	Men's Tennis
2007	Women's Tennis
2006	Men's Tennis
2006	Women's Tennis
2006	Men's Golf
2005	Men's Basketball
2004	Women's Tennis
2004	Men's Golf
2004	Men's Soccer
2003	Men's Soccer
2003	Men's Tennis
2003	Women's Tennis
2001	Women's Tennis
2000	Women's Tennis
1999	Women's Tennis

Sunshine State Conference Titles

Mayor's Cup - 3

Year	Division
2014-15	Men
2005-06	Men
2004-05	Men



All-American



Sport	NCAA All-Americans	NAIA All-Americans	Total
Baseball	24	2	26
Men's Basketball	3	1	4
Women's Basketball	4	1	5
Cross Country	0	N/A	0
Men's Golf	23	12	35
Women's Golf	24	6	30
Lacrosse	0	N/A	0
Men's Soccer	47	50	97
Women's Soccer	13	39	52
Softball	4	N/A	4
Swimming	12	N/A	12
Men's Tennis	56	14	70
Women's Tennis	72	34	106
Volleyball	6	N/A	6
Totals	288	159	447

What We Have Been Doing

- Provide equipment and support for the Knightly Review, which shoots weekly. Multi-media Journalism students host the shows.
- Edit videos and run the production for the Athletics Awards banquet and show at the end of the year.
- As part of the new network, provided equipment and support to record players' intros on the baseball, softball, basketball and lacrosse teams.





...and Now...



Our Goals in Collaboration

- To put Lynn University's name out in the athletic and larger communities as an innovative program that is doing unique things.
- To increase the level of game coverage currently available for Lynn athletics, which was usually just a single camera and announcer.
- In the experimental phase right now, testing out multi-camera production and streaming for different sports before the end of this academic year.
- Will complete productions in basketball, lacrosse, baseball and softball this semester.
- Fall semester starting in 2016, all home games for most sports will be covered.



Current Streaming Content- Stretchinternet.com

The screenshot displays the Stretchinternet.com website in a Safari browser window. The address bar shows 'portal.stretchinternet.com'. The website features a dark blue header with the 'LYNN FIGHTING KNIGHTS' logo and navigation links for 'Sign In' and 'Register'. Below the header, a large blue banner promotes social media engagement with the text 'Like on /LynnFightingKnights'. To the right of the banner, two tweets from 'Lynn Athletics @Lynn_Knights' are displayed, dated Jan 20. The tweets mention game updates and scores. Below the tweets, a navigation bar includes 'LIVE EVENTS', 'ON DEMAND', and 'SUNSHINESTATE'. At the bottom, there are filters for 'ALL SPORTS' and 'ALL CATEGORIES', a search bar, and a table header for 'January 27, 2016' with columns for 'EVENT DESCRIPTION', 'TIME', and 'WATCH/LISTEN/STATS'. The macOS dock is visible at the bottom of the screen.

Safari File Edit View History Bookmarks Window Help Sun Jan 24 3:49:40 PM

portal.stretchinternet.com

Lynn University Lynn - Home Lynn Univ. Fighting Knights (@lynn_knights) • Instagram photos and videos

Sign In Register

LYNN FIGHTING KNIGHTS

Like on /LynnFightingKnights

Lynn Athletics @Lynn_Knights Jan 20
7 min left in the game! #LynnMBK staying ahead 67-62 vs @PBASailfish #keepthelead #BlockEmOut #defense #letsLynnthis
Reply Retweet Favorite

Lynn Athletics @Lynn_Knights Jan 20
#LynnMBK bringing the #Lynntimidation on Offense! #FightingKnights leading 60-51 vs @PBASailfish #Lynnsanity #scorestorm #Lynnbaskets
Reply Retweet Favorite

LIVE EVENTS ON DEMAND | SUNSHINESTATE

ALL SPORTS ALL CATEGORIES

January 27, 2016

EVENT DESCRIPTION	TIME	WATCH/LISTEN/STATS
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Current Streaming Content...

portal.stretchinternet.com

Lynn University

LIVE EVENTS | ON DEMAND | SUNSHINESTATE

ALL SPORTS | ALL CATEGORIES

January 27, 2016

EVENT DESCRIPTION	TIME	WATCH/LISTEN/STATS
NOVA SOUTHEASTERN WOMEN'S BASKETBALL at LYNN Please note that this broadcast is being produced by Nova Southeastern	5:30PM EST	

February 06, 2016

EVENT DESCRIPTION	TIME	WATCH/LISTEN/STATS
SAINT LEO WOMEN'S BASKETBALL vs LYNN Please note that this broadcast is being produced by Saint Leo	2:00PM EST	
SAINT LEO MEN'S BASKETBALL vs LYNN Please note that this broadcast is being produced by Saint Leo	4:00PM EST	

April 29, 2016

EVENT DESCRIPTION	TIME	WATCH/LISTEN/STATS
BARRY SOFTBALL vs LYNN Please note that this broadcast is being produced by Barry	6:00PM EDT	

April 30, 2016

EVENT DESCRIPTION	TIME	WATCH/LISTEN/STATS
BARRY SOFTBALL vs LYNN Please note that this broadcast is being produced by Barry	1:00PM EDT	

HELP

Equipment we use for “Big Remote” Production

- Sony 4K Handycam Cameras w/Tripods
- Blackmagic HDMI to SDI converters from cameras to switcher
- Blackmagic ATEM Television Studio Switcher
- Telestream Wirecast Streaming Software (Sends signal to Stretch Internet)
- Sportzcast Scorebot (Conversion of scoreboard data to video signal for streaming)



Academic and Experiential Learning Components

- *NBS/BEA Media Club* students run a Sports Division and work as crew.
- COM 465- Film and Video Practicum required course for *Film and Television majors* and *Television minors* earn working hours toward completion of the course.
- College Work-Study program with Athletics department available for MMJ and FTV majors.
- Line opened for paid Internship within CIC to work with Athletics endeavor
- Implementation of Apple TV campus broadcast service for campus-wide and community airing in the works as a certified Apple institution.

Past and Future Sports Communication Classes

Past

- COM 399- Sports Broadcasting- (Issues in Communication Variable Content Course) Spring Semester
- COM 299- Sports Announcing and Production (Topics In Communication Variable Content Course)- Summer Semester
- DJC 200- Sports Announcing and Production- January/Winterim Term

Future

- *Sports Broadcasting Minor*- Existing Television Production and Film and Video Editing courses, Practicum, and separate Sports Announcing and Production courses =15 credits

Sample of New Productions and Stream



Future Projects

- Coaches Shows
- Highlights Reels
- “Sports Knight” Panel Show

LOTS TO DO!

THANK YOU!

